



Amrit Kumar Panda

Phone: +91-9987766255

[Email-amritpanda90@hotmail.com](mailto:amritpanda90@hotmail.com)

Date of Birth: 19/04/1990

Area of Interest: -BTL & ATL Marketing, Trade Marketing, Marketing Communication, Visual Merchandising, Brand Promotion, Business development, Product-Promotion, Digital Marketing

Career Objectives

Intended to build a prosperous career with leading corporate, which would help me to strengthen my potential So that I would merge as a resourceful result-oriented & innovative executive in future and to secure a job in the leading industry, where I can utilize my knowledge for the organization growth.

Key Attribute

Computer Skills

Corel Draw
Adobe Photoshop
Microsoft Office

Professional Skills

BTL & ATL Marketing
Vendor Management
Media Planning
Visual Merchandising
Marketing Communication
Brand Management
Digital Marketing

Work Experience

Manager -Marketing, Nexon Paints Pvt Ltd (Jan 2019 – Till Now)

- Brand Management: Creating the brand and establishing brand identity through effective ATL and BTL activities.
- Understanding Category, competition and plan counter strategies to increase brand awareness.
- Running loyalty program campaign for the target group to increase usage and build brand stickiness.
- Working with creative agencies for content creation for different marketing campaigns.
- Leading the Digital campaign to increase brand awareness through different social media and other Digital Platforms.
- Planning and execution of events like Painters Meets, Dealers meets and exhibition like Build Intec.
- Leading Partnership marketing initiatives.
- Managing different vendors and agencies and review their performance to increase effectiveness.
- Tracking Brand Health.
- Closely working with sales and other teams for effective execution of marketing work.

Assistant Manager-Marketing, Kajaria Ceramics Ltd -Eternity Division (Mar 2018 – Dec 2018)

- Worked with top management team to prepare a marketing strategy and apply these into all media.
- Conducted BTL activities like retail branding and Visual merchandising across all stores of Kajaria in West India.
- Planned and executed in building exhibitions like Acetech and others.
- Worked closely with digital marketing team and agency in developing customer engagement campaign.
- Vendor Management -Worked with all kinds of vendors and agency for proper execution of branding Gifting, events and execution.
- Planned and launches of new product.
- Tracked Brand health.

Sr.Executive-Marketing for Snow-Cem Paints Pvt Ltd (Jan 2017 –Feb 2018)

- Took care of all marketing activities and corporate communications across Pan India .I.e. Both Btl and Atl activities. It includes both planning and execution.
- Retail Branding-Execution of branding in Dealer points. Also Looked after visual merchandising of the respective dealer points in terms of planogram setting.
- Worked with the design team for developing marketing collaterals.
- Worked with digital marketing agency and leading digital marketing campaigns.
- Planned and executed of launches across India.
- Tracked brand health.
- Developed marketing strategies to build consumer preferences and drive volumes.
- POS designing and also planning of deployment and marketing collaterals across key stores all throughout India
- Handled vendors and marketing agencies for both retail branding and advertising.
- Worked with agencies like Media mantra for PR.
- Conducted Events-brand awareness campaign through college sponsorships, exhibitions and expo
- Worked with cross functional teams for smooth functioning of operational work.

Brand Executive for Havmor Ice-cream ltd (Aug 2015 –Nov 2016)

- Developed marketing strategies to build consumer preferences and drive volumes.
- Execution of a campaign (Both BTL and ATL campaign) across Maharashtra, Goa,Delhi and Telangana.
- Worked with design agency and giving them new innovative ideas for different graphics that are used for Marketing Campaign.
- Worked with different marketing agency like Kinetics, Publicius. Brand Scope etc. for effective execution of campaign.
- Product tasting and sampling activities -planned the campaign and also managed the agency for executing the Campaign.
- Retail Branding-Execution of branding in Dealer points, Parlors and in exclusive Havefun parlors.
- Visual Merchandising of Havmor Havfun Parlors.
- Took care of brand identity and brand health.
- Vendor Management-Worked with different vendors both 3M Converter and normal for retail branding and BTL-ATL activities.
- Developed and implemented new creative POP's and also branding techniques.
- Worked with sales team for competition analysis and market analysis.
- Events-brand awareness through college sponsorships, exhibitions and Expo. Recent expo –Ahar, New Delhi, Navi-Mumbai food festival and different collage festivals and also EDM's like Sunburn and Supersonic.

Marketing & Design Coordinator for Swarovski India (June 2014 –Aug 2015)

- Conducted marketing activities i.e.: ATL & BTL and Coordinating promotional activities like conducting events and sponsoring different events.
- Worked with sales team for market and competition analysis.
- Worked with different Vendors for Designing, printing and implementing Marketing and Branding Materials. In store Branding and Visual Merchandising.
Working collaboratively with different Designers, Architectures and fashion houses to execute new Designs.

Visual merchandiser for Ferns and Petals (April 2012 –April 2014)

- Took care of brand identity and brand health.
- Coordinated marketing activities, especially BTL activities-Retail Branding at the time of store opening all over India.
- Looked after the visual merchandising of the retail outlets window display, store layout, merchandise.
- Designed Graphics for branding and marketing.
- Vendor Management
- Proper Branding of the stores. Handling all the revamping, visual displays, branding of 110 shops across India, and visited all over India for shop openings

Key Achievement

- **Best New comer Award –Ferns and petals**
- **Appreciated by Accenture –Havmor ice cream ltd**

Education

2004-2005	High School	Montfort School (ICSE Board)
2006-2007	Intermediate (Science)	CHSE Board (Odisha)
2007-2010	B.Com. (Accounting Honors)	Dhenkanal Autonomous College(Utkal University)
2010-2012	PGD Visual Merchandising & Communication Design	FDDI, Ministry of Commerce,